

AUGUST 2008

# DIALOGUE



WORLD AFFAIRS  
COUNCIL  
JACKSONVILLE

Bringing the World Closer

GLOBAL ISSUES EVENINGS PRESENT

## "The Arab-Israeli Conflict"



**Martin S. Indyk**  
*Middle East Expert and former  
U.S. Ambassador to Israel*

**Tuesday, Sept. 16, 7:30 p.m.**  
**University of North Florida,  
University Center**

Sponsored by: Water Street Capital  
Co-Hosted with:



Call (904) 280-8162 by September 9 to reserve your complimentary ticket and special Council seating

Premier Members and Sponsors are also invited to a special pre-event reception hosted from 6:30-7:15 p.m. at the UNF University Center.  
RSVP to (904) 280-8162 by September 9

## A New Look!

In September 2007, the Council engaged Brunet-García Advertising & PR to help brand and position itself for better awareness throughout the community and to encourage membership diversification among Northeast Florida residents. The process included:

- Interviews to develop key messages/positioning statements.
- Debriefing of interview results and implications with Marketing Committee and Board.
- Implementing an on-line survey to 1400 individuals (a mix of current and past Council members, prospects and sponsors), designed to test impressions of alternative logos and positioning statements and image attributes.

The Marketing Team is pleased to announce that the Council's new look in this issue of the newsletter is the culmination of this process. Stay tuned for more exciting things to come, as our revamped website will be on-line this fall.

Sandy Cook

## President's Message

I am very pleased about the programs we will be presenting in our 2008-09 season. In addition to the distinguished speakers we will bring to Jacksonville for our Global Issues Evenings at UNF and our Global Business Luncheons at the River Club, we will continue to draw on talented individuals in our own community for additional informative sessions.

This summer our Board has been working to advance four of our strategic thrust initiatives: connecting international activities in our area, spreading the word, ensuring long term financial stability and building membership.

1) **International Activities** – Thanks to the leadership of Wayne Galloway we are making progress in creating a coalition of cooperating organizations in Jacksonville interested in building international understanding.

2) **Spreading the Word** – Almost every day we discover people who are unaware of what membership offers. With the helpful assistance of Brunet-García, a more informative and user friendly Council web site will soon be available.

3) **Financial Stability** – Thanks to a generous donor and our UNF association we have a once-in-a-lifetime opportunity for the remainder of 2008 to match your contributions to our newly created endowment fund for speakers. This invaluable long-term investment in our future is my highest priority for 2008.



Jonathan Howe

## Side-Splitting Humor with the Capitol Steps

### The Capitol Steps

**Thursday, Sept. 25, 7:30 p.m.**  
**at the UNF Fine Arts Center**

The Capitol Steps began as a group of Senate staffers who set out to satirize the very people and places that employed them. They have recorded 28 albums, including their latest, *Campaign and Suffering*.

15% discount for Council members. Purchase tickets through the UNF Box Office at (904) 620-2878 beginning August 15. Use promotion code WAC08.

Printing courtesy



## EDUCATION PROGRAMS

## Appreciation to Federal Reserve for Summer Events

Special thanks goes to the Federal Reserve Bank Jacksonville, for hosting two sessions of "World in Transition" this summer for area high school and middle school teachers. Educators came from as far as Orlando to participate in a full day of instruction using materials developed by The Southern Center for International Studies.

This training is an important part of the Council's education goal to get current curriculum-based materials about international issues into the classroom. Your membership dollars allow us to provide a stipend, a full day of training with CEU's and the teaching materials to the teachers free of charge.

Barbara Gubbin

## PROGRAM RECAPS

See the Council website at [www.worldaffairscounciljax.org](http://www.worldaffairscounciljax.org) to view recaps of these recent programs:

**April 29** – Ambassador Christopher R. Hill, Assistant Secretary of State for East Asian and Pacific Affairs. Diplomatic negotiations with North Korea over denuclearization of the Korean Peninsula.



**June 18** – Dr. Diane Jacobsen, World Affairs Council board member and distinguished specialist in foreign policy and peace negotiations. Analysis of challenges facing the United States in the Middle East and South Asia.



## PRESIDENT, FROM PAGE 1

*My special thanks to our members who have already helped raise \$341,000. Every donation helps!*

- 4) **Building Membership** – We will continue to depend on increasing memberships and our individual and corporate donors to pay for our programs and operations for this new Council year. For many of us the time has come to renew annual membership. Some have asked what membership gives to them. I would prefer that we ask ourselves, "What will our tax deductible contributions allow us to bring to our community this year?" The answer is an increasing number of innovative ways of "Bringing the World Closer" to our area.

In addition to speaker programs, many do not realize how valuable our expanding educational programs are in preparing Jacksonville for a global future. Under the leadership of Barbara Gubbin, this year more lives will be touched. This summer two professional development sessions for high school teachers have been held with support from the Federal Reserve Bank of Jacksonville. In the fall our Great Decisions seminars will resume in more high schools and we hope to offer additional programs for adults. The student sessions will conclude with a crisis management exercise at UNF. In addition, the Academic WorldQuest dinner on November 13th will again challenge our high school teams.

So that we can expand and improve our offerings across the community, please join at the highest level possible and help make 2008-09 the most exciting year yet for the World Affairs Council of Jacksonville!

**Admiral Jonathan T. Howe, USN (Ret.), President**  
 World Affairs Council of Jacksonville

## MEMBERSHIP

## Time to Renew!

The new season will be here before we know it! Many of your memberships are up for renewal in September and October, and I encourage you to look at the various benefits at each level and consider upgrading. The pre-lecture receptions are a wonderful opportunity to meet other Premier Council members and speakers. Additionally, at the Benefactor, Ambassador Circle, and Sponsor levels, you are able to enjoy visiting with many of our speakers during intimate in-home gatherings. To better recognize the contributions made by all of our members, priority seating will now be available to every Council member attending the Global Issues Evenings.

**To learn more about the benefits of Council membership, and to make your reservations for the upcoming evening with Martin Indyk, please call the Council office at (904) 280-8162.**

Jeanie Taras

## COUNCIL 2008 FALL CALENDAR

**Sept. 16, 7:30 p.m.**

Martin Indyk  
 UNF, University Center

**Oct. 14, 7:30 p.m.**

John Zogby  
 UNF, University Center

**Sept. 25, 7:30 p.m.**

The Capitol Steps  
 UNF, Fine Arts Center

**Nov. 18, 7:30 p.m.**

David Brooks  
 UNF, University Center

**Oct. 13, noon**

John Zogby  
 The River Club

**Dec. 3, noon**

Luc J. Messier  
 The River Club

## PHOTOGRAPHERS NEEDED

**If you have a passion and talent for taking pictures, and would like to help document the Council's 2008-2009 Season, please call the Council's office at (904) 280-8162 to learn more.**